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FOR IMMEDIATE RELEASE

Eighth Graders Encouraged to Enter Meth Poster Contest

(Phoenix, Ariz. – Oct. 1, 2007) Methamphetamine use is a real and growing problem in Arizona, especially among young people. According to the 2006 Arizona Youth Survey, 4.3 percent of our state's youth, ages 13-17, have tried the drug.

To make young people aware of the dangers of meth, Attorney General Terry Goddard and the ARIZONA METH PROJECT have partnered in the 2007 METH NOT EVEN ONCE® Poster Contest. Goddard is encouraging eighth graders throughout Arizona to showcase their creativity and artistic talent, while learning more about the devastating effects of meth use, by participating in this year's contest.

Entries should include original artwork illustrating the METH NOT EVEN ONCE® message for use on a poster that will be distributed by the ARIZONA METH PROJECT in a statewide anti-meth campaign.

"Too many young people in Arizona don't understand the dangers of meth. That was evident from the surveys done in the last year that showed twice as many young people use meth in Arizona than around the country," Goddard said. "Education is vital to stemming this devastating tide."

The Arizona Dental Association and Wells Fargo will present the winning students with cash prizes of \$500 for first place, \$250 for second place and \$100 for third place. An additional 14 honorable mention winners will receive \$25 awards.

The deadline for submission of poster entries is December 15, 2007. To learn more about the dangers of meth and download METH NOT EVEN ONCE® poster contest information and Entry Forms, visit www.azag.gov or www.arizonamethproject.org. For more information, contact Shannon Mataele at shannon.mataele@azag.gov or 602-542-8012.

About the ARIZONA METH PROJECT

The ARIZONA METH PROJECT is a collaborative prevention campaign aimed at significantly reducing first-time Meth use in Arizona. The campaign primarily targets middle- and high-school students, and young adults ages 18 to 24. Support for the campaign comes from state funds allocated by the counties, private funds, a significant allocation from the Maricopa County General Fund, and funding from the Arizona Attorney General's Office. To date, participating counties in the ARIZONA METH PROJECT include: Cochise, Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, and Yuma. The ARIZONA METH PROJECT mass media prevention campaign complements the work of existing anti-Meth coalitions and community-based education and treatment programs across Arizona.

The ARIZONA METH PROJECT is overseen by the ARIZONA METH PROJECT Advisory Board, comprised of appointees from participating counties, as well as expert representatives from the treatment, tribal, education, media and business communities.

The ARIZONA METH PROJECT implements the Meth Project's proven prevention program aimed at preventing first-time Meth use through public service messaging, public policy, and community outreach. First implemented in Montana as the Montana Meth Project where, since the project's inception in 2005, Meth related crime is down 53 percent and workers testing positive for Meth has decreased 70 percent. The White House recently cited the Meth Project as a model for the nation based upon the program's success and innovative approach. The Meth Project is working with states across the nation to implement the Meth Project program as part of their efforts to reduce the prevalence of methamphetamine use.

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